AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1   1.   (Currently Amended) A method for predicting whether an on-line shopper will be

2   converted into becoming a purchaser of an item based on sales promotions offered by an on-line

3   vendor, comprising the steps of:

4   storing customer profile information corresponding to a plurality of on-line shoppers;

5   storing customer web log information corresponding to the plurality of on-line shoppers;

6   storing ~~promotion~~-attributes corresponding to a plurality of sales promotions that have

7   been offered;

8   inputting the customer profile information, the web log information and the ~~promotion~~

9   attributes <u>corresponding to the plurality of sales promotions</u> into a model for simulating, <u>by a</u>

10   <u>computer,</u> shopping behavior as a function of the customer profile information and the ~~promotion~~

11   attributes <u>corresponding to the plurality of sales promotions</u>; and

12   offering promotions based on the model.

1   2.-3.   (Canceled)

1   4.   (Original) The method of Claim 1, wherein the model comprises a logistic

2   regression model.

1   5.   (Canceled)

1   6.   (Previously Presented) The method of Claim 4, wherein the model is based on

2   traditional logistical regression theory and on the maximum utility theory.

1   7.   (Currently Amended) The method of Claim 1, wherein <u>the</u> customer profile

2   information includes <u>one or more of</u> age, sex, religion, income, ethnicity, marital status,

3   geographical location, number of children, interests, hobbies, spending habits, and zip code.

1   8.   (Currently Amended) The method of Claim 1, wherein the customer web log

2 information includes one or more of ~~contains~~ data regarding when a customer accessed a web

3 site, how long the customer visited the web site, which items were of interest, how the customer

4 heard about the web site, whether the customer saw a promotion, whether the customer was

5 motivated to taking action as a result of the promotion, whether the customer inspected an item,

6 whether the customer put the item back, whether the customer bought the item, and a quantity of

7 items purchased.

1   9.   (Currently Amended) The method of Claim 1, wherein the ~~promotion~~ attributes

2 corresponding to the plurality of sales promotions include ~~at least~~ one or more of sales, upgrades,

3 extended warranties, buy-one-get-one free, financing packages, free options, rebates, coupons,

4 donations to charities, and free gifts.

1   10.   (Currently Amended) A computer-readable medium having stored thereon

2 instructions for predicting whether an on-line shopper will be converted into becoming a

3 purchaser of an item based on sales promotions offered by an on-line vendor, the instructions

4 comprising the steps of:

5   storing customer profile information corresponding to a plurality of on-line shoppers;

6   storing customer web log information corresponding to the plurality of on-line shoppers;

7   storing ~~promotion~~ attributes corresponding to a plurality of sales promotions that have

8 been offered;

9   inputting the customer profile information, the web log information and the ~~promotion~~

10 attributes corresponding to the plurality of sales promotions into a model for simulating shopping

11 behavior as a function of the customer profile information and the ~~promotion~~ attributes

12 corresponding to the plurality of sales promotions; and

13   offering promotions based on the model.

1   11.-12. (Canceled)

1   13.   (Original) The computer-readable medium of Claim 10, wherein the model
2   comprises a logistic regression model.

1   14.   (Canceled)

1   15.   (Previously Presented) The computer-readable medium of Claim 13, wherein the
2   model is based on traditional logistical regression theory and on the maximum utility theory.

1   16.   (Currently Amended) The computer-readable medium of Claim 10, wherein the
2   customer profile information includes one or more of age, sex, religion, income, ethnicity,
3   marital status, geographical location, number of children, interests, hobbies, spending habits, and
4   zip code.

1   17.   (Currently Amended) The computer-readable medium of Claim 10, wherein the
2   customer web log information includes one or more of contains data regarding when a customer
3   accessed a web site, how long the customer visited the web site, which items were of interest,
4   how the customer heard about the web site, whether the customer saw a promotion, whether the
5   customer was motivated to taking action as a result of the promotion, whether the customer
6   inspected an item, whether the customer put the item back, whether the customer bought the
7   item, and a quantity of items purchased.

1   18.   (Currently Amended) The computer-readable medium of Claim 10, wherein the
2   promotion attributes corresponding to the plurality of sales promotions include at least one or
3   more of sales, upgrades, extended warranties, buy-one-get-one free, financing packages, free
4   options, rebates, coupons, donations to charities, and free gifts.

1   19.   (Currently Amended) [[A]]The method of according to Claim 1, further
2   comprising a step of using the model to tailor sales promotions to individual shoppers.

1   20.   (Currently Amended) [[A]]The method of according to Claim 19, wherein sales

2   promotions automatically are customized to a shopper based on customer profile information for

3   said shopper.

1   21.   (Currently Amended) [[A]]The method of according to Claim 1, further

2   comprising steps of storing product information corresponding to a plurality of products offered

3   for sale by the on-line vendor and inputting the product information into the model, and wherein

4   the shopping behavior also is simulated as a function of the product information.

1   22.   (Currently Amended) [[A]]The method of according to Claim 1, further

2   comprising a step of using the model to compute a percentage likelihood that a shopper will be

3   converted into becoming a purchaser.

1   23.   (Currently Amended) [[A]]The method of according to Claim 1, further

2   comprising a step of using the model to simulate a conversion of a shopper into a purchaser.

1   24.   (Currently Amended) [[A]]The method of according to Claim 1, further

2   comprising steps of using a simulator based on the model, varying promotion attributes

3   corresponding to the plurality of sales promotions input into the simulator, and then observing

4   results generated by the simulator.

1   25.   (Currently Amended) [[A]]The method of according to Claim 1, further

2   comprising a step of continuously updating and improving the model based on new information.

1   26.   (Currently Amended) [[A]]The method of according to Claim 1, further

2   comprising a step of using an optimization engine to generate statistically driven sales promotion

3   plans that have been optimized with respect to at least one objective function.

1   27.   (Previously Presented) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise a step of using the model to tailor sales promotions to individual

3   shoppers.

1   28.   (Previously Presented) The computer-readable medium of Claim 27, wherein

2   sales promotions automatically are customized to a shopper based on customer profile

3   information for said shopper.

1   29.   (Previously Presented) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise steps of storing product information corresponding to a plurality of

3   products offered for sale by the on-line vendor and inputting the product information into the

4   model, and wherein the shopping behavior also is simulated as a function of the product

5   information.

1   30.   (Previously Presented) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise a step of using the model to compute a percentage likelihood that a

3   shopper will be converted into becoming a purchaser.

1   31.   (Previously Presented) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise a step of using the model to simulate a conversion of a shopper into

3   a purchaser.

1   32.   (Currently Amended) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise steps of using a simulator based on the model, varying ~~promotion~~

3   attributes <u>corresponding to the plurality of sales promotions</u> input into the simulator, and then

4   observing results generated by the simulator.

1   33.   (Previously Presented) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise a step of continuously updating and improving the model based on

3   new information.

1   34.   (Previously Presented) The computer-readable medium of Claim 10, wherein the

2   instructions further comprise a step of using an optimization engine to generate statistically

3   driven sales promotion plans that have been optimized with respect to at least one objective

4   function.

1   35.   (Currently Amended) A method for predicting what types of on-line shoppers will

2   make purchases based on offered sales promotions, comprising:

3   obtaining profile information for a plurality of shoppers;

4   obtaining a set of ~~promotion~~-attributes pertaining to sales promotions that were offered to

5   the shoppers;

6   obtaining behavioral information regarding on-line shopping behaviors of the shoppers;

7   based on the behavioral information, using, by a computer, a mathematical model to

8   relate the ~~promotion~~-attributes pertaining to the sales promotions to the profile information in

9   order to estimate effectiveness of a particular sales promotion with respect to at least one

10   specified shopper; and

11   offering promotions based on the mathematical model.

1   36.   (Canceled)

1   37.   (Currently Amended) [[A]]The method of ~~according to~~ Claim 35, further

2   comprising a step of using the mathematical model to tailor sales promotions to individual

3   shoppers.

1   38.   (Currently Amended) [[A]]The method of ~~according to~~ Claim 37, wherein sales

2   promotions automatically are customized to a shopper based on customer profile information for

3   said shopper.

1   39.   (Currently Amended) [[A]]The method of ~~according to~~ Claim 35, further

2   comprising steps of using a simulator based on the mathematical model, varying ~~promotion~~

3   attributes pertaining to the sales promotions input into the simulator, and then observing results

4   generated by the simulator.

1   40.   (Currently Amended) [[A]]The method of ~~according to~~ Claim 35, further

2 comprising a step of continuously updating and improving the mathematical model based on new

3 information.

1   41.   (Currently Amended) [[A]]The method of ~~according to~~ Claim 35, further

2 comprising a step of using an optimization engine to generate statistically driven promotion

3 plans that have been optimized with respect to at least one objective function.

1   42.   (Currently Amended) [[A]]The method of ~~according to~~ Claim 35, wherein the

2 ~~promotion~~ attributes pertaining to the sales promotions include ~~at least~~ one or more of sales,

3 upgrades, extended warranties, buy-one-get-one free, financing packages, free options, rebates,

4 coupons, donations to charities, free gifts, discount rate, free shipping and handling, rebate and

5 special event promotional discount.